

Guiding Principles

Overall Corridor

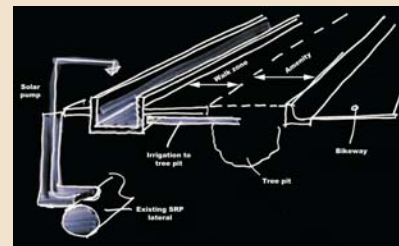


Corridor of Light and Shadow

- Continuous elements of interest
- Extension of Scottsdale's cultural identity
- Ephemeral and dynamic experiences

A Sustainable Streetscape

- Desert and heat tolerant landscape and hardscape materials
- Ecologically friendly materials and "green" practices
- Strategic uses and reuses of water
- Maintainability and longevity



Proposed Scottsdale Road irrigation lateral water feature

Context-based Forms and Patterns

- Forms and patterns reflective of the southwest, organic elements of the desert, and Scottsdale's cultural and architectural heritage



The Otak Team



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Design Collaborative
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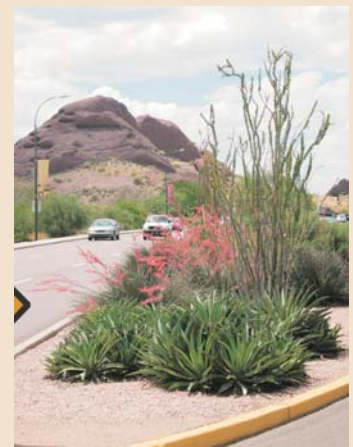
Experience Sequences / Interconnected Hubs

- Meaningful experiences for motorists, bicyclists, and pedestrians – people traveling at different speeds
- Pedestrian activity “oases” = hubs for more intensive, pedestrian-scale and “slower speed” elements
- These hubs are interconnected by “threads” of continuity



Flexible Median & Edge Treatments

- Flexibility in median and edge treatments to respond to adjacent land uses and access needs
- Strong visual continuity within each district
- Repeating elements through entire corridor – creating a signature streetscape



Enhanced Safety, Security, and Connectivity

- Continuous bike lanes
- Accessibility facilities and functions, brought up to standard throughout
- Pedestrian travel ways – minimum of 8 feet, increasing in width in areas of more intensive pedestrian activity
- Enhanced pedestrian lighting in activity hubs
- Strengthened connections to businesses, neighborhoods, paths and trails, etc.
- Traffic mobility preserved; but travelers are encouraged to travel at appropriate speeds.
- Mid-block crossings at strategic locations





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Long Term Care

- A signature streetscape warrants an extraordinary commitment to long term maintenance
- Maintainability and sustainability – important design considerations
- Maintenance recommendations will be part of the master plan



A 25-Mile Celebration

- Scottsdale Road becomes more than a “street” – it becomes a community event, a catalyst for celebration
- “Program” the corridor so that its value and meaning to the community is strengthened
- “25-Mile Drive” – A scenic and cultural tour
- Radio program– keyed to history and activity hubs (and potential icons there)
- Parade
- Marathon
- Bike race/criterion

